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FORMER COLD WAR SPY TEACHES TVA MANAGERS
KNOXVILLE, TN

A former Cold War spy skilled in the art of psychological warfare is teaching TVA managers the importance of subliminal messages, officials said Saturday.

Lawrence F. O'Donnell receives \$150,000 for his six-month contract - which expires Oct. 31 -- to perform a variety of communication services.

A former CIA agent in Eastern Europe, O'Donnell helped develop the U.S. Army's psychological warfare program during the Korean War. He is the founder and president of Senior Policy Associates Inc., a California-based consulting firm.

O'Donnell also is teaching the agency's managers how to deal with thousands of safety concerns registered by TVA workers.

TVA Manager of Nuclear Power Steven White hired O'Donnell for the work. The contract between O'Donnell and TVA says his duties include "tailoring employee communications to most effectively change attitudes."

"We also hired him to help in training," TVA spokesman Mike Harris said. "He conducts management workshops on how to handle aspects of the employee concerns program."

Such aspects include using psychological messages to convince workers that TVA's struggling nuclear power program is making a strong comeback.

After graduating from Harvard University in 1950, O'Donnell joined Johns Hopkins University. There, under contract with the Army, he helped develop psychological warfare techniques against the Chinese and North Koreans.

From 1951 to 1957, O'Donnell was a "clandestine" CIA agent who worked in East Europe. After he left the CIA, he joined the Atomic Energy Commission.

TVA said that among the things O'Donnell stresses to the managers is that bad news can be downplayed by the way it is communicated or written. He also tells managers that colors influence attitudes and a message to employees can be more upbeat if printed on brightly colored paper.